

**New Jersey Commerce and Economic Growth Commission**

**REQUEST FOR PROPOSALS – NUMBER \_\_\_\_**

**NEW JERSEY BUSINESS OPINION RESEARCH**

**Contracting Agency: New Jersey Commerce & Economic Growth Commission**

**Proposals must be received by 4:30 PM, August 15, 2003**

**At**

**New Jersey Commerce & Economic Growth Commission  
Office of Economic Development Research  
8<sup>th</sup> Floor  
20 West State Street  
Trenton, New Jersey 08625-0820**

## **Summary of RFP**

Proposal Due Date: Friday, August 15, 2003

Desired Services: The New Jersey Commerce and Economic Growth Commission (NJ Commerce) seeks to engage the services of a professional opinion research firm to design and execute a telephone survey of New Jersey businesses to ascertain their awareness of, and experience with, the New Jersey Urban Enterprise Zone (UEZ) program. This survey will serve as a critical component within a larger UEZ program impact study currently being conducted by the Office of Economic Development Research within NJ Commerce.

Contract Funding: Not to exceed \$25,000

Contract Term: 90 Days from execution of contract

Eligibility: Consultants or firms who have expertise in public opinion research

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### **A. Background**

In August of 1983, the New Jersey State Legislature enacted the New Jersey Urban Enterprise Zones Act (P.L. 1983, Ch. 302), with the goal of ameliorating the high unemployment and blight that afflicted many of New Jersey's older urban areas. The New Jersey Urban Enterprise Zone program was designed to provide local businesses and prospective new businesses with tax credits, below market interest rate loans, grants and certain other benefits in order to induce new business investment and job creation within the designated zone area. The designated zone area is within the boundaries of the selected municipality and represents, approximately, one third of the municipality's land area – usually encompassing all of its commercially and industrially zoned areas.

As required by the New Jersey Assembly Commerce and Economic Development Committee and the budget committees of both houses of the New Jersey Legislature, a program performance evaluation is currently being undertaken (the third such evaluation within the last fifteen years) to determine the program's efficacy for achieving the statutory goals and the impact on adjacent non-urban enterprise zone communities.

### **B. Service Opportunity**

The New Jersey Commerce and Economic Growth Commission (NJ Commerce) seeks to engage the services of a professional opinion research firm to design and execute a telephone survey of New Jersey businesses to ascertain their awareness of, and experience with, the New Jersey Urban Enterprise Zone (UEZ) program. This survey will serve as a critical component within a larger UEZ program impact study currently being conducted by the Office of Economic Development Research within NJ Commerce.

The successful firm will be required, in consultation with staff from the Office of Economic Development Research and the New Jersey Urban Enterprise Zone Authority, to design a telephone survey instrument that will allow for the capture of qualitative and quantitative information and data from a representative sample of New Jersey businesses not currently participating in the UEZ program. As this survey was performed within an earlier study (1998), the successful firm may choose to utilize, in whole or part, the survey instrument used in that study, at their discretion.

The objective of conducting a survey of non-participating New Jersey businesses is to gather information and data about businesses that are located in the area influenced by a UEZ program, but that have never participated in the UEZ program. The specific questions to be addressed by the survey are the following:

1. Is the company aware of the New Jersey Urban Enterprise Zone program?
2. Has the UEZ program had any positive impact on the company's business?
3. Has the UEZ program had any negative impact on the company's business?
4. What is the overall impact of the UEZ program on the local community?
5. Is the company aware of the UEZ program incentives?
6. Is the company likely to participate in the UEZ program?

A copy of the survey instrument and its findings are attached as exhibit A.

The cost of this project shall not exceed \$25,000.

This survey project will be conducted under the guidance of the Office of Economic Development Research.

### **C. Scope of Work**

The required work by the contractor shall include:

1. A comprehensive review of the two earlier UEZ impact studies performed.
2. Review of the methodology and findings of the survey instrument used in 1998, with recommendations for changes, if warranted.
3. Design of a new survey instrument (if warranted) and execution of telephone survey.
4. A detailed report on the findings from the survey, inclusive of an executive summary.

NJ Commerce desires submittal of a final report not later than 90 days after the execution of the contract.

### **D. Contract Deliverables**

1. A detailed work plan submitted to the Office of Economic Development Research for approval within ten business days of contract execution. The work plan should be specific to this assignment and provide as much detail as is necessary.
2. Submittal of the methodology to be employed as well as a thorough explanation for utilizing this methodology as opposed to others. The Office of Economic Development Research shall approve of the methodology within ten business days of receiving it.
3. A copy of the survey instrument to be utilized. The Office of Economic Development Research shall approve of the survey instrument within ten business days of receiving it.
4. A draft of the survey findings.
5. One original and twelve copies of the final findings report, inclusive of an executive summary. A copy of the findings shall also be made available electronically in a format suitable to New Jersey Commerce.

## **E. Proposal Instructions**

One unbound original and seven copies of the proposal must be received by the Office of Economic Development Research, New Jersey Commerce & Economic Growth Commission, 20 West State Street, PO Box 820, Trenton, NJ 08625-0820, no later than 4:30 p.m. on Friday, August 15, 2003.

The proposal shall consist of the following substantive sections. (The desired maximum length of each of these sections is 5 single-spaced pages.)

- Letter transmitting the proposal and summarizing key points
- Technical Proposal
- Management Proposal
- Cost Proposal

After a proposal has been selected, NJ Commerce expects to negotiate the details of the work to be performed, reserving the right to reject the proposal and choose another if final negotiations come to an impasse.

### ***Technical Proposal***

The key questions to be answered in the Technical Proposal are:

What is proposed?  
How will it be done?

The technical proposal should address the following topics:

**Proposed general approaches and specific methodologies:** Discuss which approaches and methodologies will be used in this project.

**Evaluation Objectives:** The objectives, and how they are formulated, can have a significant influence on the success of a project. To provide flexibility for proposers, draft objectives are deliberately not included in the RFP. However, they must be included in the proposal.

**Draft Work Plan:** Include the contractor's tasks, sub-tasks, level of effort, schedule, and related work by UEZA or OEDR staff in aid of the contractor's work.

**Data Access Issues:** Discuss the data access needed for the project and how the data will need to be provided.

### ***Management Proposal***

The Key questions to be answered here are:

Who will do the work?

How will the project be organized and managed?

What is the relevant experience of the firm and staff?

Please include identifying information as follows:

Name and address of the legal entity with which the contract is to be written.

Legal status and the year the entity was established. Include any previous names or additional assumed business names.

Name, address and telephone numbers of the principal officers.

Name of the person authorized to execute a contract.

Name of the project manager, telephone number, fax number, and e-mail address.

Caption, cause number, court, counsel, and general summary of any litigation pending or judgment rendered within the past three years against the proposer.

If the proposer or anyone associated with the proposer has been a NJ Commerce employee within the last three years, indicate his/her name, SSN, job title, office employed by, and separation date.

Describe how the proposer will organize, manage, and report on the status of the project. Indicate who within the proposer's organization will have final authority for the work.

Identify the staff that will be assigned to the project. Succinctly state their qualifications and relevant experience. Attach resumes no more than two pages long. Include references (name, identifying information, and phone number).

Briefly describe previous projects in which the firm was engaged that are comparable or relevant to this project. Include references (name, identifying information, and phone).

### ***Cost Proposal***

The contract amount shall not exceed \$25,000. The cost proposal must include a detailed budget with staff and other costs. The staff must be identified by name, nature of work to be performed, estimated number of project hours and hourly rates.

***Miscellaneous***

Project Location -- The project will be conducted at the premises of the contractor or a site arranged through a third party vendor.

Point of Contact – Questions concerning this RFP and/or the evaluation of proposals should be addressed to:

Todd J. Poole, Director, Office of Economic Development Research  
New Jersey Commerce & Economic Growth Commission  
20 West State Street, PO Box 820  
Trenton, NJ 08625-0820

(609) 292-7269      FAX (609) 292-5509  
Email: [Todd.Poole@Commerce.State.NJ.US](mailto:Todd.Poole@Commerce.State.NJ.US)